

## **Distributor Programs Overview**

- Value Added**
- Direct Promotion Coverage**
- Focus Participation**
- No Car Stock Policy**

## **→ VAP / DPC Participation**

## **Direct Accounts**

- Plainfield Tob.
- Middlesex Tob.
- CSD
- Pine Lesser
- M. Bernstein
- United Tob.
- Paterson Tob.
- C. A. Burke
- Glickin Bros.
- Irvington Tob.
- J. Bricks
- North Jersey Tob.
- Peter P. Dennis
- Eisler Co. Inc.
- Monteverdi
- King Vending
- Morris County Tob.
- B. Eisler

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DPC

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## **~ VAP / DPC Participation**

### **Subjobbers**

- M & M Whol.
- Vikisha

### **VAP**

- x
- x

### **DPC**

- x
- x

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## **— Value Added Promotions:**

### **— Problems:**

- Value added displays not being shipped to retail which are supplied by Subjobbers**
- Accounts not signed on VAP program**
- VAP displays not saturating high Marlboro volume accounts**
- Displays are not being packed / wrapped on a timely basis**

## **→ Value Added Promotions:**

### **- VAP Opportunities:**

- Access VAP lists for Direct accounts and Subjobbers**
- Allocate product to Direct accounts which includes Subjobbers allocations**
- S/R's are currently contacting high volume pack outlets and accounts not participating in VAP**
- Increase number of displays (up to four) based on Marlboro store volume**
- Accounts 75 cpw or less are being converted from VAP to DPC accounts**
- Paying direct accounts \$28 (12m) packing / wrapping if displays are packed within one week of product being received**

**- DPC Program:**

**Problems:**

- VAP displays currently being sent to DPC accounts (75 cpw or less)**
- Promotions not being packed/ wrapped on a timely basis**
- Slow display movement to retail from identified direct accounts**

**> Peter Dennis**

**> Plainfield Tobacco**

## **- DPC Program:**

### **Opportunities:**

- Identified low volume calls participating in VAP, changed to DPC accounts**
- Paying Direct accounts \$7 per display vs. \$5 if packing is completed within one week after receiving product**
- Direct accounts with slow moving displays: we have instituted telemarketing programs to improve retail participation**
- Plainfield Tobacco**
- Peter P. Dennis**

## **--FOCUS Program:**

- Updating Direct accounts monthly on progress toward FOCUS goal**
- Reinforce with Direct accounts the importance of working VAP / DPC programs to their maximum potential which will assist them in achieving the maximum payout from the FOCUS program**
- Stress importance of shipping product to fill prebook, VAP and DPC orders**

**No Car Stock**

**Distribution:**

**Retailers not receiving prebook orders or VAP promotions should advise  
Chain / Distributor Program Division 91242. All problems will be handled on  
a timely basis and feedback given to divisions.**

**Additional VAP displays will be sold to Direct accounts for S/R's to prebook**

## **No Car Stock Policy**

### **Recommendation:**

- Provide S/R's with direct accounts and subjobbers addresses and envelopes**
- Provide rubber stamp for all sales reps to stamp envelopes with message:  
CIGARETTE ORDER ENCLOSED,**
- Prebooked orders should be mailed to suppliers at the end of each day**
- Example:**

**Acme Distributor Inc.  
1242 Mega Industrial Park  
Middletown NJ, 08840**

**CIGARETTE ORDER  
ENCLOSED**

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